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5 August 1955

MEMORANDUM FOR: Special Assistant to the Director
for Planning and Coordination

SUBJECT: Propaganda Analysis

25X1A8a 1. You may recall that about the first of June in the course of the USIA
25X1A9a Survey last year, Sherman Kent wrote a memorandum to George Carey recom-
mending a vast expansion of the propaganda analysis facilities established in
25X1A [redacted] This memorandum drafted by [redacted] was based upon, among
other things, a two volume study of "Content Analysis" prepared by [redacted]
[redacted] in 1949. A copy of Kent's memorandum reached
OCI and, by some inadvertence apparently on the part of ONE, also reached
Allen Evans in OIR. There ensued some vigorous correspondence among these
offices culminating in a meeting in Mr. Amory's office with interested Agency
offices which you directed that I attend.

25X1A 2. At that time I informed Mr. Amory that propaganda analysis was
naturally related to our survey and that it might be desirable to hold off any
action pending the conclusion of our survey. Mr. Amory agreed. Meanwhile
I learned that George Carey had made a deal with [redacted]
to institute a new study on this subject and he requested that we hold off any
further investigation of this subject until that study had been received. On
25X1A November 24 I reported to Mr. Amory as set forth in Tab A. During May of
this year I received from Mr. Carey the two volumes of the [redacted] study pre-
25X1A pared by [redacted] in response to Mr. Carey's current request and
subsequently thereafter a draft of the paper which Mr. Carey had prepared in
pursuance of the reports.

25X1A8a 3. I was invited to discuss this draft with Mr. Carey, [redacted] 25X1A9a
25X1A9a [redacted] and [redacted] Chief of [redacted] and in addition to making some sugges-
FOIAb3b1 tions for change I recommended that they make available on an informal basis
25X1A the two volumes of the [redacted] study and the draft memorandum (see Tab B) to
USIA and to OIR (it having already been made available to OCI and ONE). I

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indicated my belief that such an approach would be much wiser than approving the memorandum internally and in serving notice to the other agencies as though it were an accomplished fact, inasmuch as this had been and could well become a very controversial area.

25X1A9a 4. In pursuance of this subject [redacted] invited me to meet with 25X1A9a
him and [redacted] and his people to discuss the draft memorandum this week.
25X1A On that occasion and in view of the amount of disagreement on theories and
judgments expressed by [redacted] in his studies, I proposed that I saw
25X1A9a no useful results could come from extensive debates on theory about propaganda
analysis and suggested to [redacted] [redacted] that we direct our attention to the 25X1A
action elements of the draft memorandum (which is set forth in Tab B para. 4b)
and that we see how much agreement was possible. The meeting then developed
25X1A9a on this basis in a very satisfactory fashion. At the conclusion I proposed that
[redacted] send to George Carey a letter reflecting the sense of our discus-
25X1A sion and naturally indicating such reservations as he might wish to express re-
garding the [redacted] studies. This letter was received by Mr. Carey
on the 4th of August and a copy is included at Tab C.

5. Meanwhile on the same subject and relevant to the same papers as
had been the subject of discussions with State, OGI submitted to the ODI its
views which are included herewith as Tab D. The [redacted] studies 25X1A
are attached for reference at the bottom of this pile.

6. I believe that it would be worth your while to scan the memoranda
which I refer to and it might be worth your while to scan the summaries and
findings which are set forth in three pages of the first of the [redacted]
reports.

25X1A

CONCLUSIONS:


25X1A 7. At this juncture I feel this matter is moving toward a satisfactory con-
25X1A9a clusion. In a nutshell, and despite all the verbiage of [redacted] what
Carey and [redacted] want to do is to expand the facilities and do more of and
better what they are now doing. [redacted] memorandum in my opinion has 25X1A
the effect of cutting to shreds the high-blown and high-flown (but excellent
prose) OGI memorandum (Tab D). I believe that the procedures that are set
25X1A8a forth in the 8th recommendation of [redacted] in para. 4b (Tab B) really are the heart
of the matter and if carried out we should be about to proceed usefully and with-
out pointless jurisdictional debates. No action is required by you at this time

on this matter. It may be that this subject will arise at a deputies meeting in the near future and you will therefore want to be acquainted with the subject. My recommendation would be that you support the recommendations of the paper (Tab B) pointing out that recommendations 6 and 7 tend to be rather vague and therefore possibly controversial but the real guts of the matter in terms of performance is not in these two items anyway.


Office of the Director
Planning and Coordination Staff

25X1A9a

Attachments

PCS/DCI  (5 August 1955) 25X1A
0 - Forward
1 - PCS/DCI
1 - PCS/DCI Chrono

MISSING PAGE

ORIGINAL DOCUMENT MISSING PAGE(S):

Enclosures